Listing of Claims

This listing of claims replaces all prior versions and listings of claims in this application.

Claim 1 (canceled)

Claim 2 (canceled)

Claim 3 (canceled)

Claim 4 (canceled)

Claim 5 (canceled)

Claim 6 (canceled)

Claim 7 (currently amended): The method of claim 23, wherein said promotional offers relate to a plurality of products organized in taxonomic product groupings, and the method further comprises: 1, further comprising:

~~grouping a plurality of distinct products into a plurality of product groupings;~~

providing a product grouping probability profile associating with each said product grouping a measure of the probability that a customer will purchase a product from said product grouping; and

deriving said score ~~measure of probability~~ for each said combination of customer and promotional offer from the measure of probability associated with each product grouping containing a product subject to the promotional offer.

Claim 8 (currently amended): The method of claim 7, further comprising:

providing access to a transaction history database for at least a substantial portion of said plurality of customers, wherein the database associates with each ~~database~~ customer of said substantial portion an identification of transactions engaged in by the ~~database~~ customer and an identification of products previously purchased by the ~~database~~ customer in each of the transactions;

providing a transaction summary data structure associating with each said ~~database~~ customer the total number of transactions the ~~database~~ customer has engaged in and the numbers of transactions including each said product grouping;

averaging the product groupings per transaction from said transaction summary data
structure for at least a portion of said ~~database~~ customers; and

deriving said measure of probability associated with each said product grouping from
the averaged product groupings per transaction for the associated product
grouping.

Claim 9 (original): The method of claim 7, further comprising:

normalizing said product grouping probability profile for an individual customer to
reflect a relative probability of said individual customer purchasing from a
product grouping with respect to an average probability for a customer to
purchase from said product grouping.

Claim 10 (currently amended) <u>The method of claim 7, further comprising:</u> ~~A method~~
~~of distributing limited quantities of promotional offers from a plurality of promotional~~
~~offers to a plurality of customers comprising:~~

~~grouping a plurality of distinct products into a plurality of product groupings;~~

~~providing a product grouping probability profile associating with each said product~~
~~grouping a measure of the purchase probability that a customer will purchase a~~
~~product from said product grouping;~~

applying preprogrammed targeting criteria embodying a marketing strategy to said
product grouping probability profile to provide a profile of offer scores<u>.</u>~~;~~

~~providing, for each combination of customer and promotional offer from said~~
~~pluralities, a measure of the acceptance probability that the customer will accept~~
~~the promotional offer,~~

~~wherein said measure of acceptance probability is derived from said~~
~~profile of offer scores;~~

~~for at least one customer from said plurality of customers, selecting a limited~~
~~quantity of offers from said plurality of offers for distribution to said at least one~~
~~customer,~~

~~wherein said limited quantity of offers are selected substantially in~~
~~descending order of said measures of acceptance probabilities provided~~

~~for all combinations of said at least one customer and said promotional offers.~~

Claim 11 (original): The method of claim 10, wherein

said marketing strategy includes at least one targeting product grouping and a promoted product grouping linked to said at least one targeting product grouping; and

said promotional offers are distributed only to customers having a high probability of acceptance for said at least one targeting product grouping.

Claim 12 (original): The method of claim 11, further comprising:

providing a taxonomy of said product groupings;

wherein said at least one targeting product grouping is defined in reference to said taxonomy.

Claim 13 (original): The method of claim 11, wherein said marketing strategy includes a MoveStock strategy.

Claim 14 (original): The method of claim 11, wherein said marketing strategy includes an UpSell strategy.

Claim 15 (original): The method of claim 11, wherein said marketing strategy includes a CrossSell strategy.

Claim 16 (original): The method of claim 11, wherein said marketing strategy includes a Reward strategy.

Claim 17 (original): The method of claim 11, wherein said marketing strategy includes a BrandChange strategy.

Claim 18 (currently amended): In an electronic system for distributing promotional offers, a A method of adjusting the distribution of limited quantities of promotional offers from a plurality of promotional offers to a plurality of customers comprising:

providing, for each combination of customer and promotional offer from said pluralities, a measure of the acceptance probability that the customer will accept the promotional offer;

presenting the measures of acceptance probabilities for an individual customer in a graphical display on said electronic system,

wherein said graphical display includes a plurality of graphic elements, one said graphic element being associated with each said measure of acceptance probability provided for said individual customer at least for the highest ranking of said measures;

enabling adjustment of said measures of acceptance probability by movement of the associated graphic elements; and

selecting a limited quantity of offers from said plurality of offers for distribution to said individual customer,

wherein said limited quantity of offers are selected substantially in descending order of said measures of acceptance probabilities as adjusted in said enabling step.

Claim 19 (original): The method of claim 18, wherein said graphical display comprises a bar chart, said graphic elements comprise individual bars of said bar chart, and said movement comprises dragging said bars to lengthen and shorten them and thereby increase and decrease the associated measure of acceptance probability.

Claim 20 (original): A method of distributing limited quantities of promotional offers from a plurality of promotional offers to a plurality of customers utilizing a transaction history database for at least a substantial portion of said plurality of customers, wherein the database associates with each database customer an identification of transactions engaged in by the database customer and an identification of products previously purchased by the database customer in each of the transactions, said method comprising:

deriving a historical purchase probability profile from said transaction history
database for at least a portion of the customers in said database and for a plurality
of product groupings in said database, said historical purchase probability profile
providing for each individual customer and for each individual product grouping a
measure of the probability that said individual customer will purchase a product
from said individual product grouping;

applying a statistical model to said purchase probability profile for a given individual
customer to determine estimated probabilities that said given individual customer
will purchase one or more products from said product groupings;

selecting a limited quantity of offers from said plurality of offers for distribution to
said given individual customer,

wherein said limited quantity of offers is selected substantially in
descending order of said estimated probabilities.

Claim 21 (original):. The method of claim 20 wherein said statistical model is an
empirical Bayesian statistical model.

Claim 22 (original): The method of claim 20 wherein one or more of said product
groupings includes one and only one product.

Claim 23 (new): In an electronic system for distributing promotional offers, a
method of targeting a plurality of customers from a customer database for distribution of
limited quantities of promotional offers from a plurality of promotional offers in
accordance with one or more constraints on the distribution of said promotional offers,
comprising:

generating a customer-offer score matrix associating a score for each pairing of
customer from said customer plurality and offer from said promotional offer
plurality, said score measuring a probability that the customer of the pairing will
make a purchase in accordance with the offer of the pairing;

identifying the highest score in said matrix and identifying any customers
substantially scoring said highest score;

generating a personalized offer distribution list in said electronic system for each
said identified customer, wherein the offers associated with said highest score and
paired with said identified customer are assigned to said identified customer's
personalized offer distribution list in accordance with said one or more
constraints; and

successively repeating said identifying and assigning steps for the next highest score
in said matrix in accordance with said one or more constraints.

24 (new): The method of claim 23, wherein said promotional offers relate to a
plurality of products organized in taxonomic groupings, and the method further
comprises:

basing the scores associated with one or more of said offers on the grouping
probability that a customer will purchase any product in a given taxonomic grouping.

25 (new): The method of claim 24 wherein a score is based on said grouping
probability and the offer associated with said score is for a product included in said given
taxonomic grouping.

26 (new): The method of claim 24 wherein a score is based on said grouping
probability and the offer associated with said score is for a product not included in said
given taxonomic grouping.

27 (new): The method of claim 23 wherein said one or more constraints include a
limit on the number of offers delivered to any individual customer and said method
further comprises:

performing said assigning step only a number of times equal to said limit.